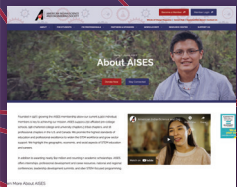




# winds OF CHANGE

The only choice to reach Indigenous people in STEM

## 2022 MEDIAKIT



Through a combination of print and digital publishing, *Winds of Change* magazine consistently delivers content designed to engage every part of the growing AISES family. Students from pre-college through post-doc, aspiring and mature professionals, retirees, and elders — as well as our sponsors, partners, and friends — rely on *Winds of Change* as a multifaceted resource.

Each issue includes timely feature articles along with a welcome letter from the CEO, news of the organization and its members in AISES Notebook, inspiring “role model” profiles in AISES People, news of opportunities in Career Builder and Paths in Education, a Partner Index, and a guest commentary on a topic of community interest in Last Word. In addition, readers can find selective advertising for

products, services, and opportunities that serve a diverse STEM-focused constituency. The digital version of each issue’s content entails a robust social media presence and advertising that effectively targets focused demographics. The cover of each issue and the accompanying article are especially designed to engage younger readers and keep them engaged as they work toward a promising future in STEM.

Together with the Paths to Opportunities e-newsletters and website content, these components reach a broad readership with an inspiring message of how STEM endeavors can lead to a fulfilling and productive future. *Winds of Change* draws readers to AISES and promotes diversity in STEM, while inspiring them to overcome obstacles on their own STEM paths.



### AISES – ADVANCING INDIGENOUS PEOPLE IN STEM

**OUR MISSION:** The American Indian Science and Engineering Society (AISES) is a national, nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.



# AISES Directly Supports Education and Job Opportunities in STEM for Indigenous People

## Who We Serve

Students, Parents, and Educators — K-12, College, and Graduate

Professionals — Future, Early-, Mid-, and Late-Career, and Retirees

K-12 Schools, Colleges/Universities, Corporations, Government Agencies, Tribes, Foundations, and Nonprofits



**Danielle Boyer**  
FOUNDER, THE STEAM CONNECTION



**Joseph Lance Casila**  
COLLEGE STUDENT



**Dr. Clint Carroll**  
YOUNG CAREER PROFESSIONAL



**Dr. Denise Gabaldon-Thronas**  
MATURE CAREER PROFESSIONAL

## Our Focus

### Students, Parents, and Educators

From K-12 through post-doc, AISES serves teachers and learners at all stages of their academic success.

### Professionals

From their first internship on through mid-career and retirement, AISES serves professionals at all points on their STEM path.

### Partner Organizations

From foundations, government agencies, corporations, and tribes to K-12 schools, colleges, and universities, AISES serves entities that advance its central mission.

## Our Priorities

### Create the Pathway

AISES builds quality programs to foster STEM awareness and engagement among Indigenous students, parents, and educators, starting with K-12.

### Extend the Pathway

AISES enhances retention among college and graduate students through academic and financial support, as well as career-building opportunities.

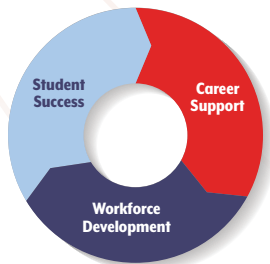
### Support the Pathway

AISES provides networking and professional development opportunities to support Natives at all points in their STEM career.

### Illuminate the Pathway

AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.

## Our Three Areas of Focus

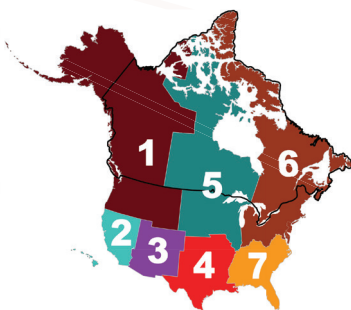


## Reach ▶ Winds of Change distribution

**7,300+** Total distribution per issue  
**6,300+** Individual Members  
**1,200+** High School Teachers and Guidance Counselors

**185+** Native American Libraries and Resource Centers  
**2,000** Delivered to AISES National Conference  
**500+** Delivered to Native Events

## All Members by Region



REGION 1 ▶ Northwest 15%  
REGION 2 ▶ West 10%  
REGION 3 ▶ South 25%  
REGION 4 ▶ South Central 16%  
REGION 5 ▶ Upper Midwest 14%  
REGION 6 ▶ Northeast 9%  
REGION 7 ▶ Southeast 11%

## Membership Breakdown

**20%** Pre-College  
**46%** College Students  
**30%** Professionals  
**26%** Lifetime Members of AISES  
**55%** Female  
**45%** Male



## AISES Chapters and Affiliates

**198** Chartered College and University Chapters  
**230** Pre-College Affiliate Schools/Organizations  
**18** Professional Chapters  
**3** Tribal Chapters

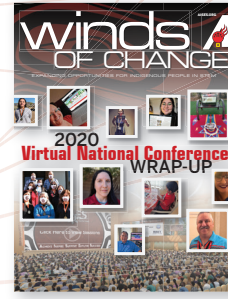
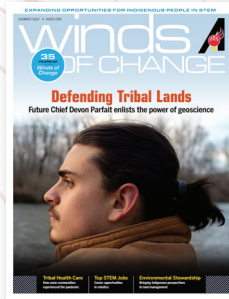


# About Winds of Change magazine

The award-winning *Winds of Change* magazine is published five times a year — three print and digital issues and two digital-only issues — for Indigenous peoples of North America and the Pacific Islands by the American Indian Science and Engineering Society.

In 2021, Native American Journalists Association (NAJA) recognized *Winds of Change* with two 2021 National Native Media Awards for Best Feature Story and Best Environmental Coverage in the Print/Online category.

## 2022 issues: Special Editorial and Advertising Opportunities



**SPRING**  
Distribution  
April 2022

**SUMMER**  
Distribution  
June 2022

Digital Distribution Only!

**FALL**  
Distribution  
October 2022

**WRAP-UP**  
Distribution  
November 2022

Digital Distribution Only!

**SPECIAL COLLEGE ISSUE**  
Distribution  
November 2022

**Top 50 Workplaces in STEM**  
STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.

**Top Jobs in a Growing STEM Field**  
Opportunities in an expanding STEM field and a focus on industry experts describing the roles and degrees most in demand.

**National Conference Issue**  
10 Native-owned STEM Enterprises to watch, with content relevant to the AISES National Conference.

**National Conference Wrap-Up**  
An uplifting and inspiring recap of the AISES National Conference events and attendees.

**Top 200 Colleges**  
Preparing for, getting in, and making the most of college and graduate school. Includes Top 200 Colleges for Indigenous North Americans.



All print issues are promoted through our social media channels

User engagement per issue:

**f 14,537**

**📷 2,555**

**🐦 6,186**

**in 5,095**

### In All of These Issues

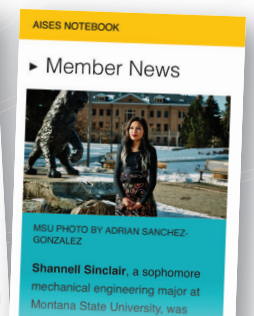
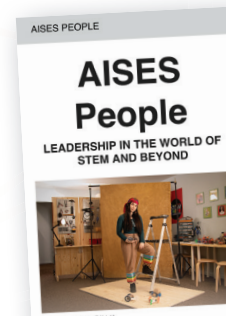
- ▶ **Career Builder**  
Includes Q&As with members talking about their experiences in the workplace as an employee or intern
- ▶ **Paths in Education**  
A compilation of enriching learning and career development opportunities for students and professionals, including internships, fellowships, conferences, workshops, and scholarships

### In the Special College Issue

- Student profiles
- College profiles
- Top 200 Colleges listings
- Article coverage includes topics related to student success

## Digital Edition Platform

Our digital magazine edition platform flows across all devices to improve mobile viewing quality. All digital issues are posted on [aises.org](http://aises.org) and **emailed to 14,000+ readers**. Our digital editions offer advertisers unique opportunities to extend your reach beyond print circulation.





# Winds of Change Print Edition

All programs are subject to specific advertising requirements in *Winds of Change* media. *Winds of Change* is published exclusively by the American Indian Science and Engineering Society.

## Print Publications & Digital-Only Issues Advertising Rates (Gross)

Ad Location/Size	1x	2x	3x	4x	5x
Back Cover	\$4,605				
Inside Front Cover	\$4,260				
Inside Back	\$4,195				
2-Page Spread	\$6,595				
Full Page	\$3,595	\$3,525	\$3,450	\$3,235	\$3,165
2/3 Page (vertical)	\$2,925	\$2,870	\$2,810	\$2,635	\$2,575
1/2 Page (horizontal)	\$2,495	\$2,445	\$2,395	\$2,245	\$2,195
1/3 Page (vertical)	\$1,875	\$1,840	\$1,795	\$1,690	\$1,650
1/4 Page	\$1,375	\$1,350	\$1,320	\$1,240	\$1,210
College/University Logo or Job Opportunity (1/6 page)	\$620				

### PLEASE NOTE:

- » Advertisers in Fall only or College Issue only will be charged an additional 15% over the gross price indicated.
- » Advertisements placed in the National Conference Wrap-Up Issue are discounted 15% off the gross rate.



## PRINT AD SIZES & SPECS

(note: images not to scale)

PLEASE EMAIL ADS TO [ADS@AISES.ORG](mailto:ADS@AISES.ORG)

**Accepted File Formats:** PDF, TIF, JPG, EPS  
**Minimum Resolution:** 200 dpi  
**Preferred Resolution:** 300 dpi

**Two-page Spread**  
**STANDARD SIZE:**  
16" x 9.875"

**BLEED SIZE: 17.25" x 11.125"**  
INCLUDES .125" BLEED ON ALL SIDES  
**(Trim: 16.75" x 10.875")**



**Full page**  
**STANDARD SIZE:**  
7.5" x 9.875"

**BLEED SIZE: 8.5" x 11.125"**  
INCLUDES .125" BLEED ON ALL SIDES  
**(Trim: 8.375" x 10.875")**



**2/3-page Vertical**  
**STANDARD SIZE:**  
4.75" x 9.625"

**1/2-page Horizontal**  
**STANDARD SIZE:**  
7.25" x 4.625"



**1/3-page Vertical**  
**STANDARD SIZE:**  
2.25" x 9.625"

**1/4-page**  
**STANDARD SIZE:**  
3.5" x 4.625"



**1/6-page College/University Logo Ad**

(USUALLY CONSISTING OF COLLEGE LOGO AND TEXT)  
**STANDARD SIZE:**  
3.5" x 3.125"



**Please make sure ads match dimensions specified.** *Winds of Change* requires that advertising materials be sent in digital format. Color ads must be saved as CMYK. Black and white ads must be saved as grayscale. DO NOT use RGB, LAB, or spot colors. The following file formats are acceptable:

- » **High-resolution (press-optimized) PDF** (PDF/X-1a:2001 setting). All fonts and images must be embedded in PDF files. All colors (images, text, logos, etc.) must be converted to CMYK or grayscale.
- » **High-resolution Photoshop TIF** (200 dpi minimum, 300 dpi preferred)
- » **High-resolution Photoshop JPG** (200 dpi minimum, 300 dpi preferred)
- » **CMYK Adobe Illustrator file** (Please convert all type to outlines)

## 2022 ISSUE AD DATES

Issue	Ad Sales Close	Ad Materials Due	Magazine Distributed
Spring 2022	3/15	3/22	Week of 4/18
Summer 2022 (digital only)	5/24	5/31	Week of 6/27
Fall 2022	9/2	9/9	Week of 10/3
Conference Wrap-Up 2022 (digital only)	10/11	10/18	Week of 11/14
College Issue 2022-2023	10/25	11/1	Week of 11/28

### NEED ASSISTANCE IN AD DEVELOPMENT?

AISES is here to help with ad development, graphic design, or ad copy that puts you in touch with your audience and generates interest in what they get from your services. For advertising questions and general costs, contact your sales representative.



# Winds of Change Digital Edition

Total Email Distribution  
**14,000+**



### Digital Editions

Emailed & Post Dates

**Spring Issue**  
Week of 4/18

**Summer Issue**  
Week of 6/27

**Fall Issue**  
Week of 10/3

**Conference Wrap-Up**  
Week of 11/14

**College Issue**  
Week of 11/28

# Web Banner Advertising

Accepted File Formats: JPG, GIF, PNG  
Max File Size: 100KB

Ad materials for Web Banners due on the 20th of the month prior to ad running.

## Extend Your Reach Online to More AISES Members

- 35,000 unique visitors per month average
- *Winds of Change* is widely viewed on desktop browsers, with increasing mobile device views

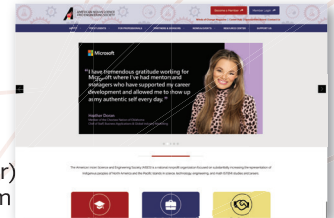
### Net Ad Rates (Monthly rates)

#### AISES Home Page Premium Scrolling Banner

→ MONTHLY NET RATE: \$1,000

#### REQUIRED CONTENT:

- Background Color: Please specify a color for the background. (Preferably a hex color)
- Image: 960 x 475 px maximum size. JPG or PNG format only
- External Link



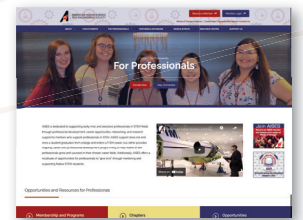
\*Please note that this image is responsive and the top and bottom of the image will be cropped on wide monitors.

#### aises.org Web Banners

AD SIZE: 180 x 150 px

→ MONTHLY NET RATE: \$450

- Change your ad and your message month-to-month
- Choose placement on the most visited pages on aises.org



#### conference.aises.org Web Banners (National Conference)

AD SIZE: 180 x 150 px

→ MONTHLY NET RATE: \$550

- Exclusive opportunity on four high-traffic pages month to month:
  - » National Conference Home
  - » About the Conference
  - » Conference Agenda
  - » Conference Registration



#### woc.aises.org Winds of Change

WEB BANNERS: 180 x 150 px

→ MONTHLY NET RATE: \$450

- Change your ad and your message month to month
- Support your print campaign in *Winds of Change* magazine with exposure on the magazine's preview page on aises.org and on the website



OUR READERS ARE SPENDING TIME ENGAGING WITH OUR CONTENT

29,000 Unique visitors per month

In 2021 visits to our digital issues are up

AISES Social Media increased traffic to issues in 2021

*Winds of Change* uses a digital platform that flows across any device to improve mobile viewing quality. Content will adjust automatically to look great on any screen size. Along with a simplified reading experience, integrated advertising is more visually appealing.

Each digital issue of *Winds of Change* is emailed to 14,000+ readers, promoted in our twice-monthly newsletter and in all AISES social media and archived on the *Winds of Change* website.

#### Digital Issue Sponsorship:

**\$2,700 per issue**

» Sponsor the digital version of *Winds of Change* magazine. A bottom banner will pop up as the issue loads and at the beginning of several articles throughout the issue. This banner is sized at 728 x 90 px. Extend your presence in the digital issue with a pop-up bottom banner running throughout the issue.

#### Animated Effect:

**\$150 per ad**

» Basic animation can be added to your ad, making it pop on the page. It can bounce, flash, shake, bounce in, fade in, flip in vertical, flip in horizontal, rotate in, roll in, zoom in, slide in down, slide in up, slide in left, or slide in right.

### Other Advertising Opportunities Include:

- Single article sponsor, footer ad
- Call-to-action in article
- Call-to-action pop-ups
- Pulsing ad links
- Video

Samples and pricing available. Please send a request to [cmcdonough@aises.org](mailto:cmcdonough@aises.org) or call 617.969.2137 for further information.





# Digital Newsletters

**Paths to Opportunities** is distributed monthly to more than 14,000 AISES members, subscribers, and supporters. Must-read digital newsletter *Paths to Opportunities* is published twice a month in dual versions for two key segments of the *Winds of Change* audience:

- Pre-college, college, and graduate students
- STEM professionals and educators

Each version is customized with news of career-development opportunities along with editorial content targeted to its unique demographic segment of Indigenous Americans and Pacific Islanders in STEM fields. And each issue also has news from the AISES family on timely topics and upcoming events.

**Paths to Opportunities for students** includes news of scholarships, fellowships, and internships as well as articles that will help them succeed academically and stay on a path leading to a satisfying career in a STEM-related field.

**Paths to Opportunities for active STEM professionals and educators** includes news of career development, internships, and employment opportunities with outstanding organizations, agencies, universities, and corporations in multiple STEM fields, as well as articles and tips on building a flourishing career.



**NEW! SPECIAL OPTION**

**Customized Special Issue of the digital newsletter for your company/organization.** Here's how to have dedicated content tailored to your targeted audience. Topics will be chosen by you and approved by AISES. To find out more and have your very own newsletter, contact us today! To see a sample, go to [tiny.cc/gfb6tz](http://tiny.cc/gfb6tz) or scan this QR code.



## Paths to Opportunities 2022 Topics Calendar

	Students	Professionals
<b>JANUARY</b>	Navigating politics/ social climate on campus	Adjusting to a hybrid work model
<b>FEBRUARY</b>	How to balance family expectations with your personal goals	How to manage people in uncertain times
<b>MARCH</b>	The importance of self-care	Creating an effective cover letter
<b>APRIL</b>	The art of diplomacy – how to deal with difficult people	Why professional development is important
<b>MAY</b>	What's next? Deciding which path to take	Top 5 signs you're burned out – and what to do about it
<b>JUNE</b>	Funding your future	Parting ways – knowing when it's time to make a change
<b>JULY</b>	Less is more – what not to bring to college	Ways to mentor young Native professionals
<b>AUGUST</b>	Finding your way as a first-generation college student	Mastering time management
<b>SEPTEMBER</b>	How to make the most of the AISES National Conference	
<b>OCTOBER</b>	Making every minute count: mastering time management	Blocking out the noise: how to prevail in a negative workplace
<b>NOVEMBER</b>	Following Native traditions at college	How to deliver performance reviews that resonate
<b>DECEMBER</b>	Steps to maintain a healthy diet	Finding work-life balance (managing stress) through Native traditions

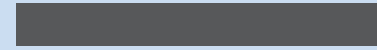
## Ad Sizes and Rates\*

(Note: images not to scale)

Please email ads to ► [ads@aises.org](mailto:ads@aises.org)

Accepted File Formats: JPG, GIF, PNG  
Max File Size: 100KB

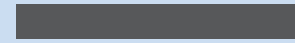
Ad materials deadline for *Paths to Opportunities* newsletters are the 10th and 20th of the month in which the ad will appear.



### Top Leaderboard

Sits above newsletter masthead – most visible position

AD SIZE: 728 x 90 px → MONTHLY NET RATE: \$950



### Top Banner

Sits just below masthead and key newsletter links – highly visible position

AD SIZE: 468 x 60 px → MONTHLY NET RATE: \$800



### Upper and Mid-Banner

Horizontal banner that sits below either the main story (upper) or the secondary story (mid)

AD SIZE: 300 x 140 px → MONTHLY NET RATE: \$500

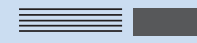


### Content Ad

PROVIDE THE FOLLOWING:

- Photo
- 5-word headline
- 50-word description (max)
- Link to your website

PHOTO SIZE: 125 x 100 px → MONTHLY NET RATE: \$750



### Link Ad

PROVIDE THE FOLLOWING:

- 5 descriptive bullet points – at 5–10 words each
- Links for all 5 bullet points
- Logo

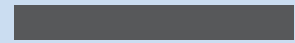
LOGO SIZE: 120 x 50 px → MONTHLY NET RATE: \$750



### Skyscraper

Vertical banner on right side of newsletter

TOTAL AD SIZE: 160 x 600 px  
→ MONTHLY NET RATE: \$600



### Closing Banner

Closes the newsletter above the footer

AD SIZE: 468 x 60 px → MONTHLY NET RATE: \$450

\*20% discount off published net rates for the purchase of four or more ad units within a 12-month period. Ads must be purchased at the same time on one insertion order contract.



# AISES Career Hub

## Connecting Talent with Opportunity

The AISES Career Hub is a great place for employers to post job openings to attract qualified Native STEM professionals and have the opportunity to access the resume database. The AISES Career Hub has over 1,300 employers, 2,900 job seekers with over 12,000 jobs listed. **A snapshot of activity is updated daily:**  
[careers.aises.org](https://careers.aises.org)

**NEW!** Advertising opportunities in 2022

Ads must be received on the 20th of the month prior to running.

Banner ad space is available on the home page and the inner job seeker facing pages as well. You create the banners and we display them for 30 or 90 Days

Available banner sizes (Note: images not to scale):



### Leaderboard Banner

On the home page and main job search page

AD SIZE: 728 x 90px

RATE: \$950/per month; \$2400/discounted 90-day



### Lower Banner

Under the Resume Review box

AD SIZE: 300 x 250 px

RATE: \$750/per month; \$1900/discounted 90-day

Please email ads to ► [ads@aises.org](mailto:ads@aises.org)

Accepted File Formats: JPG, GIF, PNG  
Max File Size: 125KB

YOUR AD HERE  
Leaderboard banner

The screenshot shows the AISES Career Hub website interface. At the top, there's a navigation bar with 'Employers', 'Job Seekers', and 'Circle Partners'. Below that is a large banner for 'AISES Career Hub' with a woman's portrait. A search bar is visible with filters for 'Keywords or Job Title' and 'Location'. A 'Post a Job' button is in the top right. Below the search bar, there's a 'Resume Review' section with an 'Upload Resume' button. A 'YOUR AD HERE' section is highlighted with a 'Lower banner' label. Below that is a 'Featured Employers' section with logos for 3M, VGT, accenture, amazon, and Raytheon. A 'Career Center Snapshot' section displays statistics: 1,320 Employers, 2,987 Job Seekers, 12,286 Jobs, and 2,425 Resumes. The 'About the AISES Career Hub' section provides information about the organization's mission and services. At the bottom, there's a 'Featured Services' section with 'Career Resources', 'Become a Member', and 'Search Resumes' options.



## PAYMENT TERMS & CONTRACT CONDITIONS

*Winds of Change* is exclusively published by the American Indian Science and Engineering Society (Publisher).

### FREQUENCY DISCOUNTS

Rates are based on the number of insertions run in a contract year. If within 12 months, fewer insertions are placed than specified, the rates will be short-rated accordingly. Two-page spreads count as two insertions toward earned frequency rates.

### RATE CHANGES

The Publisher reserves the right to change the rates upon 60 days written notice. Contracts may be cancelled at the time a change in rates becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

### RATE POLICIES

All insertion orders for advertising in *Winds of Change* magazines are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the Publisher's stated policies and current rate card will be binding with the Publisher. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which the insertion is to be published. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher. The Publisher will not extend credit for advertising orders or space reservations that claim sequential liability. Failure (by the advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and the publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Advertising rates, terms, and conditions set forth in this rate card shall govern and supersede any other information published in previous rate cards, directories, media guides, or rate and data services.

### CANCELLATIONS

Cancellations of signed insertion orders must be submitted in writing and shall not be considered accepted until confirmed in writing by the Publisher. Space reservations are binding and non-cancellable after published closing date. Covers are non-cancellable. Publisher reserves the right to not only run the most recent advertisement submitted by the advertiser even if the material was indicated to be for a previous issue, but also charge the full amount as indicated on this agreement if the Publisher does not receive the material by the published space close date or by a Publisher-approved extension date. If no previous advertisement exists, it is the Publisher's right to run a house advertisement in its place and charge the full rate as indicated on the advertising insertion order.

### COMMISSIONS

Standard 15% commission of gross to recognized agencies provided payment is received within the terms of the sale. Commissions are not allowed on billings over 90 days past due from date of invoice. Only space charges are commissionable. Production or mechanical charges are billed at net and are non-commissionable.

### INVOICING POLICY

**Prepayment Requirements:** Prepayment via check or credit card is required for ©-page and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to ensure placements. Please contact your sales representative for an authorization form if one is not provided with the insertion order. Payment by check must be mailed with a copy of the completed insertion order to the address below. New agencies/advertisers may be required to prepay for their first advertisement and submit a credit application. The Publisher reserves the right to revoke or deny credit terms at any time. Qualified advertising is invoiced at the time of publication. Payment is due within 30 days of invoice date. Finance charges accrue at a daily rate of 2% compounded, on payments received after that date. To ensure payment is accurately applied, please include the invoice number and the name of the advertiser on the check.

**Make Checks Payable To:**  
**American Indian Science and Engineering Society**

**SEND PAYMENTS TO:**  
AISES New Mexico Office  
6321 Riverside Plaza Lane NW, Unit A  
Albuquerque, NM 87120

### PHONE OR EMAIL CONTACT:

Angela Luecke  
505.302.0076  
aluecke@aises.org

### GENERAL CONDITIONS

All advertisements in *Winds of Change* magazines are accepted and published on the representation that both the advertiser and the advertising agency are authorized to publish the entire content and subject matter thereof. Failure to publish advertising matter invalidates the insertion order only for such matter, but does not constitute breach of contract. In consideration of publication of an advertisement, the agency and the advertiser, jointly and severally, will indemnify and hold harmless the Publisher, its officers, agents, and employees, against all expenses (including legal fees) and losses resulting from the publication of the contents of advertisements, including, without limitation, claims or suits for libel, violation of right of privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of the publication of such advertisements. All contents of the advertisement are subject to the Publisher's approval. The publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation, or position commitment at any time. The Publisher will insert the word "advertisement" prominently into any advertisement that simulates editorial content. Terms of this agreement may be voided by the Publisher due to strikes, accidents, fires, acts of God, and other contingencies that are beyond the Publisher's control. The Publisher assumes no liability if for any reason it becomes necessary to omit or cancel the advertisement. The Publisher's liability for error will not exceed the charge for the advertisement in question. The Publisher assumes no liability for errors in the advertiser's index or any type set by the Publisher. As used in the terms and conditions, the term "Publisher" shall refer to the American Indian Science and Engineering Society.

## PRODUCTION REQUIREMENTS

IF THERE ARE ANY QUESTIONS REGARDING THE PROCESS STATED BELOW, PLEASE CONTACT  
ADS@AISES.ORG.

### PRINTING PROCESS

Computer-to-plate; four-color process (CMYK); heat-set; web offset; SWOP specifications. Reproduction quality is contingent upon ad material furnished.

### DIGITAL SPECS

*Winds of Change* requires that advertising materials be sent in digital format as a high-resolution (press-optimized) PDF. All fonts and images must be embedded in the file. All images must be converted to CMYK. RGB images are not acceptable. If sending an Adobe Illustrator file, please convert all type to outlines prior to shipment. Please contact *Winds of Change* with any questions regarding the creation of a high-resolution PDF. Native QuarkXPress or Adobe InDesign files are not acceptable.

### FILE DELIVERY

**EMAIL:** ads@aises.org

### PRODUCTION CHARGES

Necessary conversions made by the publisher will be billed as a cost to the advertiser. Production charges are non-commissionable.

### INSERTS

Special rates apply for preprinted inserts, insert cards, gatefolds, and special units. Availability and prices will be furnished upon request. Preprinted quotations also supplied upon request. All inserts must be pre-approved by AISES Media prior to insertion. For mechanical specifications, quantity, pricing, and shipping information, contact your sales representative.

### ADDITIONAL DIGITAL EDITION SPECIFICATIONS

- **Winds of Change Embedded Video Clip**  
Send video files as .flv or .avi files. Windows Media Player, REAL.video, or QuickTime formats acceptable. Preferred video codec is H.264. When sending QuickTime video files, please avoid using the IMA 4:1 audio codec. The recommended audio codec for QuickTime is AAC. When sending .avi files, avoid using the Intel Indeo video codec. Streaming YouTube video is acceptable. Please supply URL using the following structure: [http://www.youtube.com/v/video\\_id](http://www.youtube.com/v/video_id), where video\_ID is the id that YouTube assigns to a video it hosts. 500 pixels wide as a minimum is recommended. Any aspect ratio is acceptable.
- **Winds of Change Embedded Slide Show**  
Send 8–10 images in JPG, GIF, or PNG format at minimum 150 dpi, color RGB. For best results, all images should be the same dimensions. Preferred order of images must be clearly labeled in each image document title and specify desired seconds between slides (average is 3 seconds).

